

TRALLY

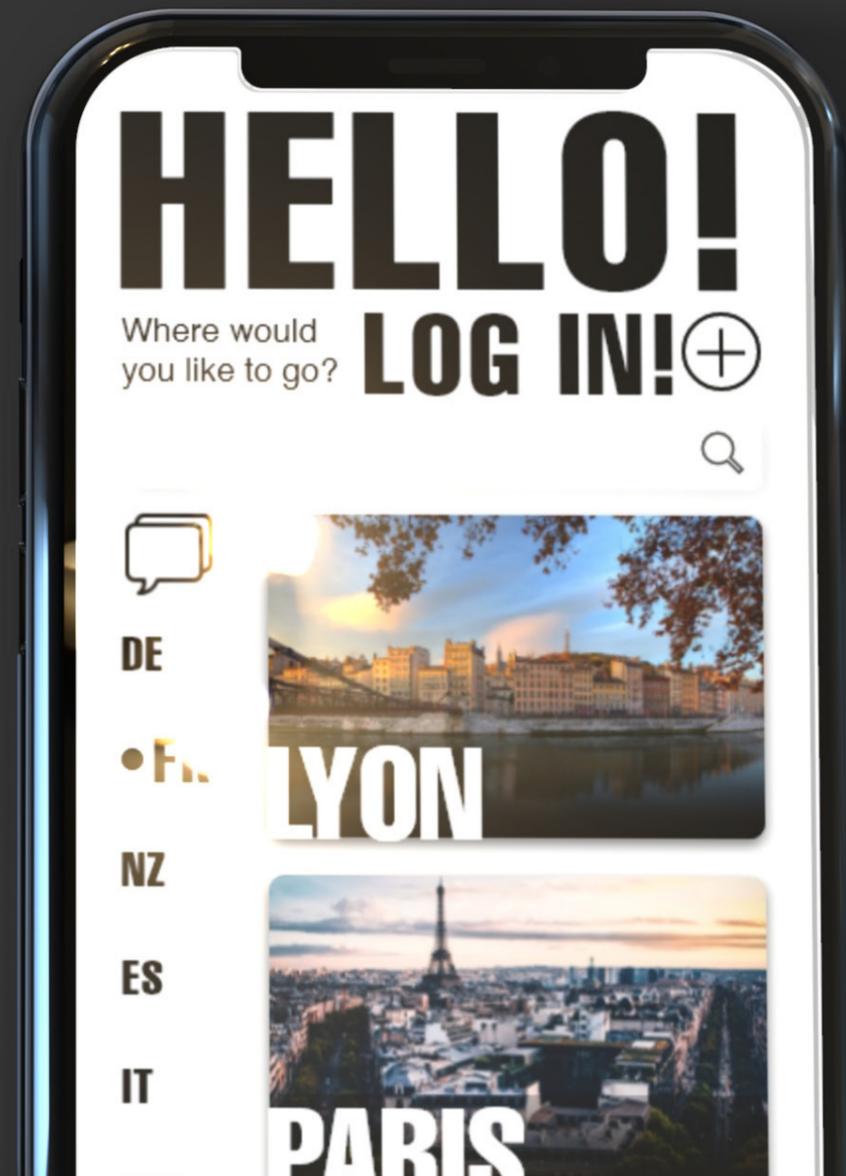


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PRO- CESS

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NEXT TRAVEL EXPI- RIENCE

Topic

This Semester focused on designing an App for travelers. It could focus on daily commuters or world travelers. Due to a recent trend in people who like to take extended trips across the world by themselves (solo travelers), We decided to create an app that helps them in their journey.

How Might We

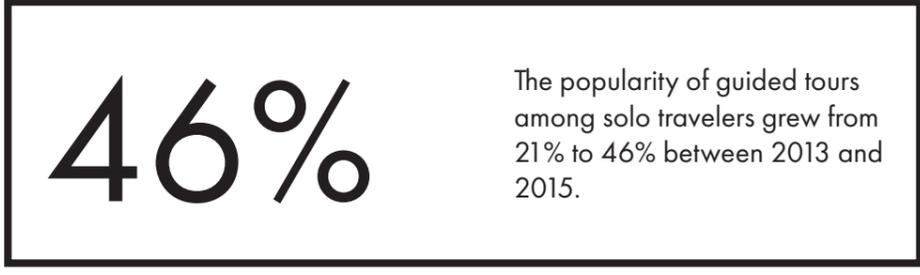
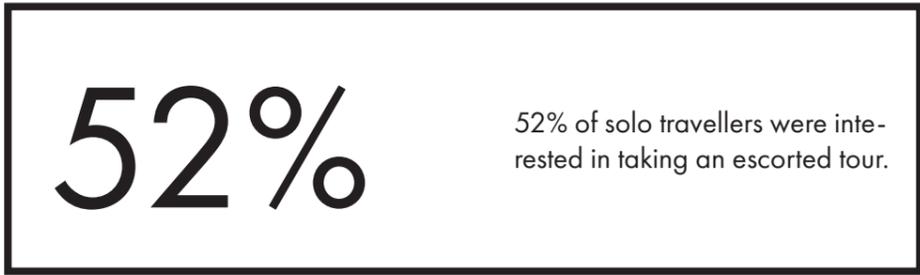
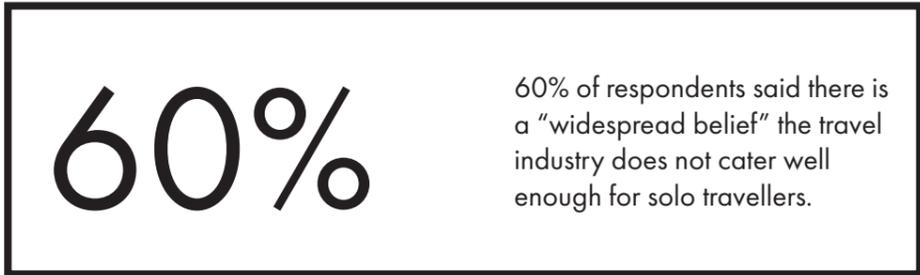
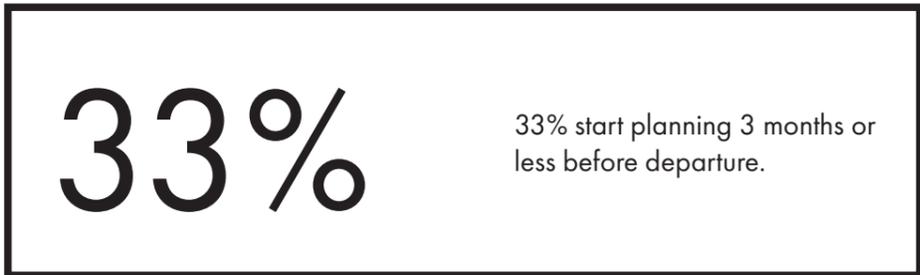
Generating a few HMW questions help us stay focuses throughout the course of the project.

- Improve the traveling experience for lone travellers
- Connect lone travellers
- Encourages people to travel alone



TRAVEL STATIS- TICS

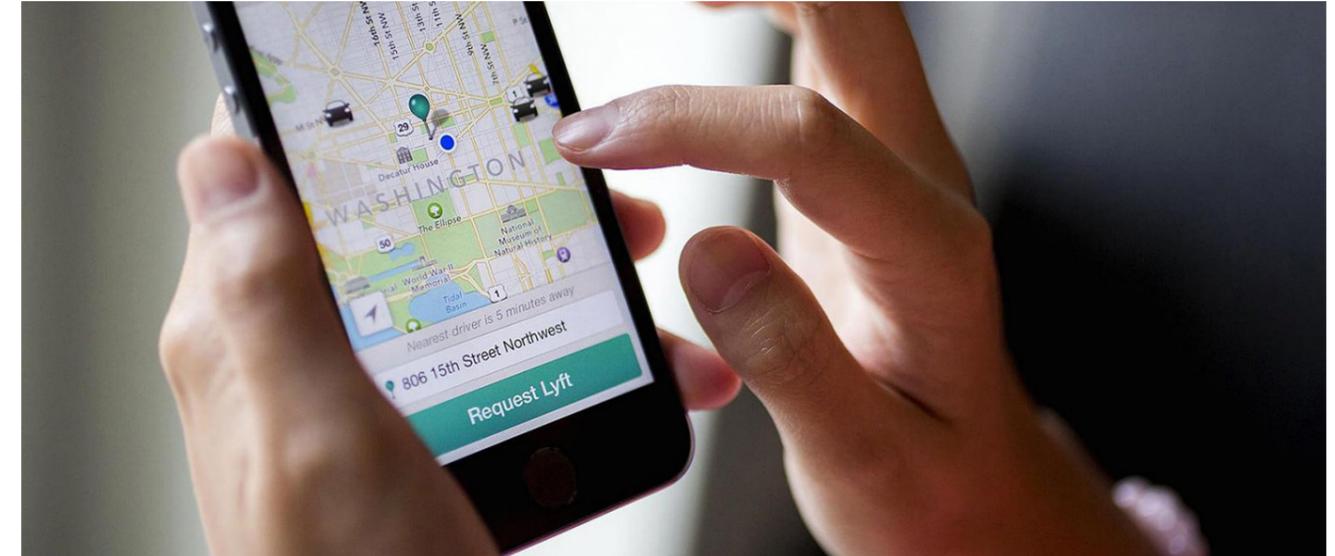
Now that we decided on a direction, we began research to better understand the solo travelers needs. These statistics verified that our app had a place in the market and would be a good project to continue with.



CURRENT APPS THAT TARGET SOLO-TRAVELERS

Why they are important

These apps all focus on individuals that want to travel by themselves. Looking at how they interact with the users gives us a better understanding of what is successful and unsuccessful.



TRAVSOLO

- Pro:**
 - Recommends travel activities
 - Allows you to pick the type of people you want to meet during your travels
- Cons:**
 - Does not allow planning for trips
 - Limited Locations
- Customer Reviews:**
 - 5 Stars
 - Likes that they can travel blog
 - Likes it encourages activities

Toulima

- Pro:**
 - Verifies there users so they know it is safe
- Con:**
 - Dedicated to female travelers only
 - Requires facebook account
- Customer Reviews:**
 - 4 Stars
 - Likes you can see other peoples trips
 - Crashes constantly
 - Profile is very basic

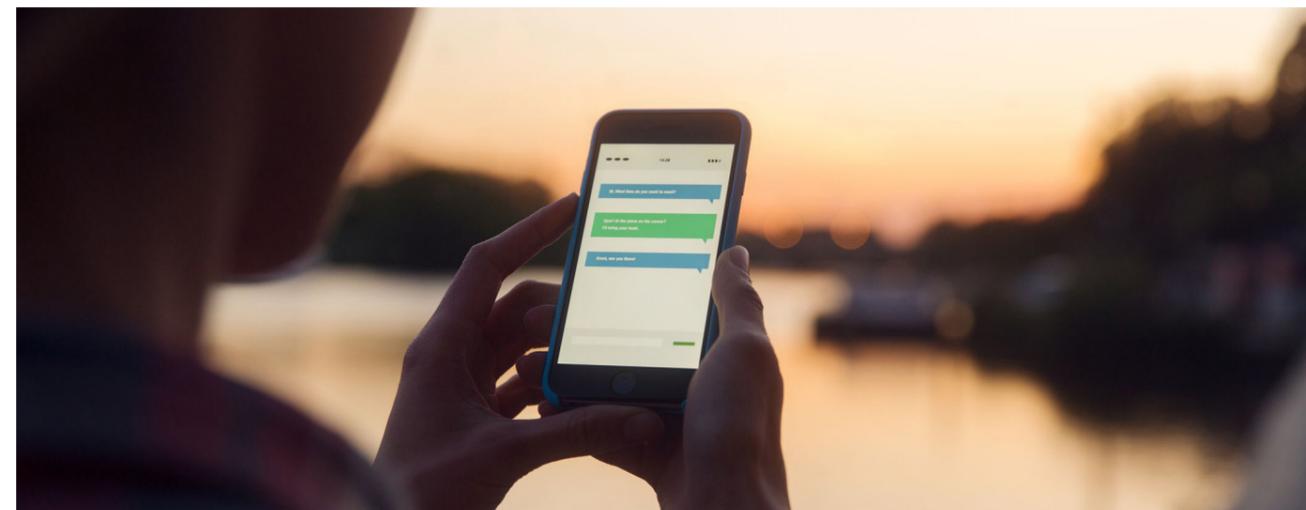
Solo Traveller

- Pros:**
 - Connects you to travellers near you in real time.
 - Allows you to share travel plans
- Cons:**
 - Do not get to decide who you travel with
 - Very glitchy
- Customer Reviews:**
 - 1.4 Stars
 - Requires too much information will making the account
 - Very glitchy

SIMILAR APPS ON THE MARKET

Why They are Important

These apps don't necessarily target solo travelers but all are related to strangers commuting together. This is important since it will be a big part of our app's function.



RIDESHARE

Pro:
 Rideshare provides youth and senior programs, personalized trip planning assistance and an interactive website
 Dedicated to reducing the number of single occupant vehicles on San Luis Obispo County's roads and highways, conserving fuel, reducing air pollution and making it easier for commuters to get to work or school.

waze

Pro:
 Carpool lets you choose to drive or ride with people already going your way
 More personalized than rideshare services, you can filter Carpool options based on groups of people you know, gender, and workplace

Con:
 Limited to major cities in California
 Focused on work
 Does Not allow for big trips

Customer Reviews:
 4.8 Stars

VALIDATING USERS

Why They are Important

Making sure users of our app feel safe is the number one priority. all these apps have a number of regulations that help validate there users.



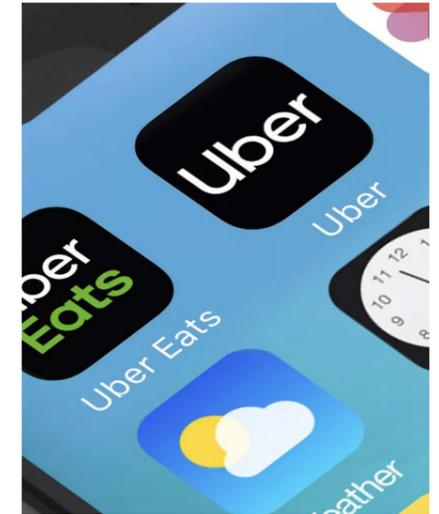
LIFT

- Require drivers to complete sexual training class
- App is complete with an emergency call button
- Allows users to share their location with friends and family
- Allows communication within the app without sharing phone numbers



LINKDIN

- Allows people to validate other users skills.



UBER

- Drivers are background checked before their first trip by scanning their ID
- On going checks are built into their platform
- Users offer reviews on drivers that could result in deactivation of their account

QUALIFYING QUESTIONS.

For people who travel alone.

- Why do you not travel alone?
- How long do you travel for?
- When do you start planning?
- What would make traveling alone better for you?
- Would you be willing to travel with a stranger?
- What do you like about traveling with people?



ANNA

- Travels alone because she feels more open to do what she wants
- Feels encouraged to meet different people
- Longest trip was 2 months
- Plans one month before on average
- Sometimes it is difficult to know all the things going on
- You have to do everything yourself
- Sometimes wishes she had someone to travel with
- Feels language barriers are the most difficult part



CARO

- Her way of growing up
- Likes to learn about other cultures
- After a trip she feels like she has completed a stage of her life.
- Sometimes wants to have someone there to share with
- Can be scary because you don't know anyone
- Travels between 2 weeks and 2 months
- Feels it is easier to travel with a companion at night



JULIA

- Would like to learn the language
- Travelling alone is like taking a break from everything
- Longest trip was 2 months
- doesn't like to fly alone
- Likes to coming home to a full house
- Likes to explore the environment alone as she wants to
- She likes to go out with others in the evening
- lived with men and women of different ages

QUALIFYING QUESTIONS.

For people who do not travel alone.

- Why do you not travel alone?
- How long do you travel for?
- When do you start planning?
- What would make traveling alone better for you?
- Would you be willing to travel with a stranger?
- What do you like about traveling with people?



JULIANA

- Does not travel alone
- Feels like it would be lonely and would rather have someone to share the experience
- Travels around a week on average
- Plans a trip a month before
- Would like to have a guide if she is alone
- Would be willing to travel with someone she does not know
- Likes that you can share an experience and get to know people better



SASCHA

- Does not travel alone
- would like to have someone to talk to
- Travels around a week on average
- Plans a trip two months before
- does not need a guide, likes to travel randomly as it comes
- is not afraid to meet strangers
- he doesn't mind differences in age when traveling

Results

Solo Traveller

After completing our interviews we found some commonalities in these responses. From there we made a list of do's and don'ts for our applications features.

DO'S

Allow travelers to choose who they travel with

Properly vet each user to make sure they are only using the app for its intended use

Allow locals to join to provide tours and advice

DON'TS

Do not require the group to stay together throughout the entirety of the journey

Do not allow users to know other users personal information

Do not overcomplicate the traveling process

PERSONA

Name: Krissi

Age: 23

Occupation: Photographer

Interests: Culture, Nature, Sports, History, Travel

Location: Los Angeles born and raised

Languages: English, German, very little spanish

Characteristics: Outgoing, Cautious, Strong Minded

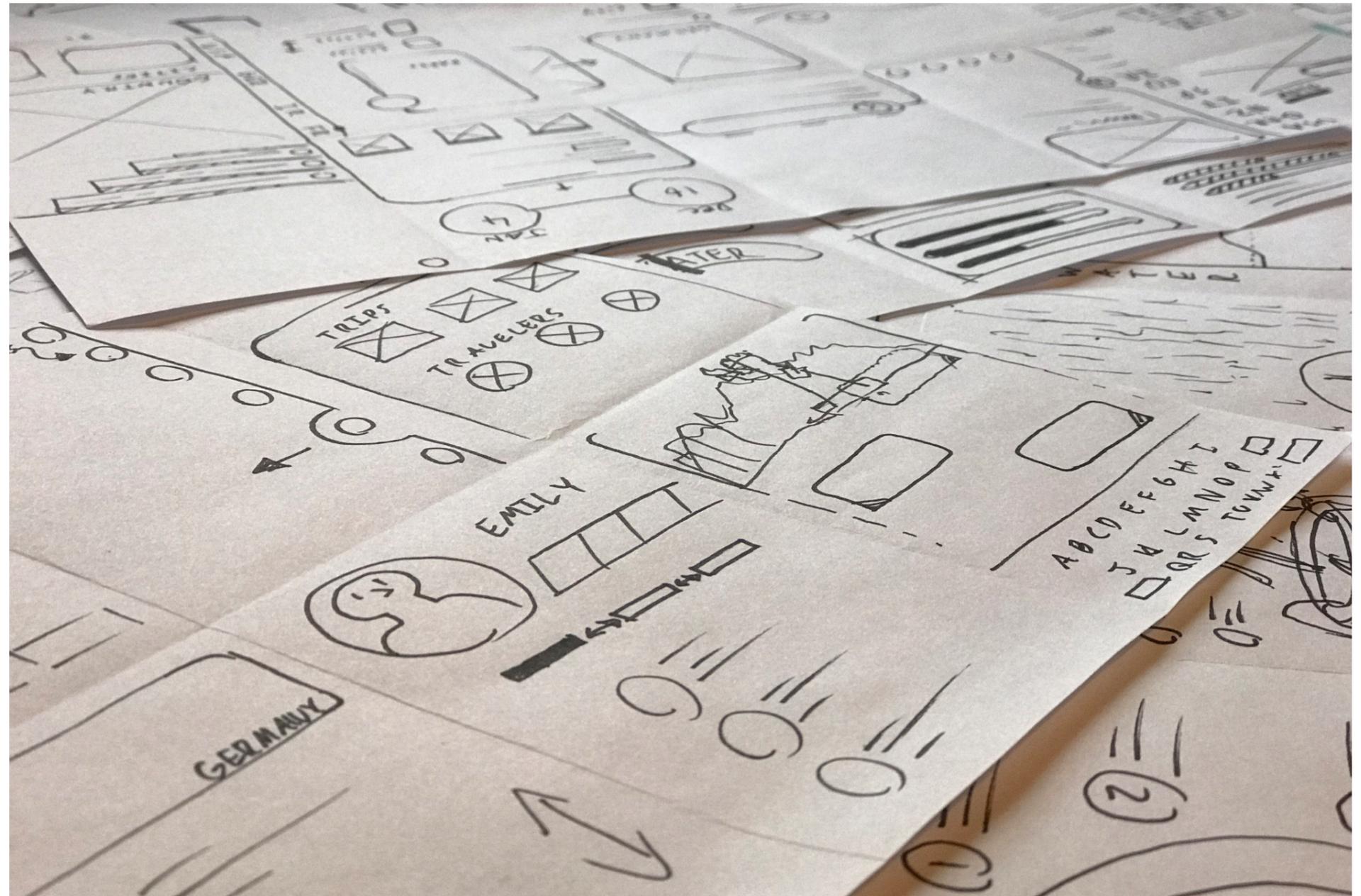
Needs: A way to travel by herself without losing the benefits that come with group travel



SKETCH IDEATION

Crazy Eight

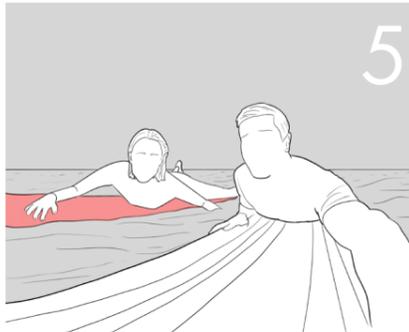
Using the crazy eight method we were able to generate a number of ideas that focused on multiple different features within the application. Generating ideas quickly and clearly within a team was key to understanding each others thoughts of how the app should look and operate.



USER JOURNEY

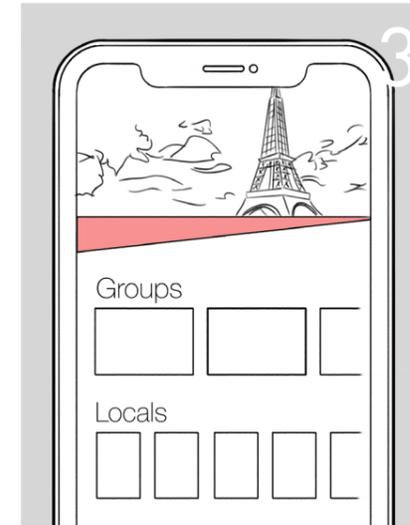
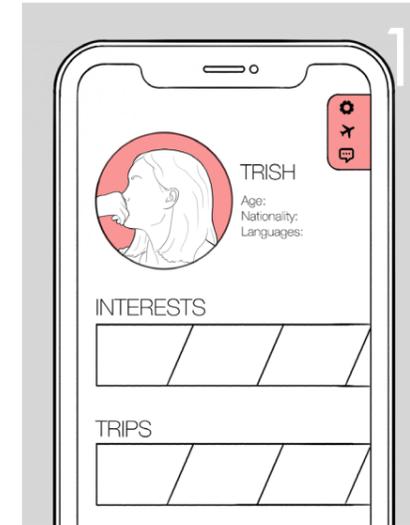
Solo Traveller

1. Deciding you want to go on a trip
2. Realizing you don't have anyone to go with
3. Researching tips for travelling alone and downloading app
4. Taking the trip
5. Trying something new with a local
6. Making new friends while you travel together



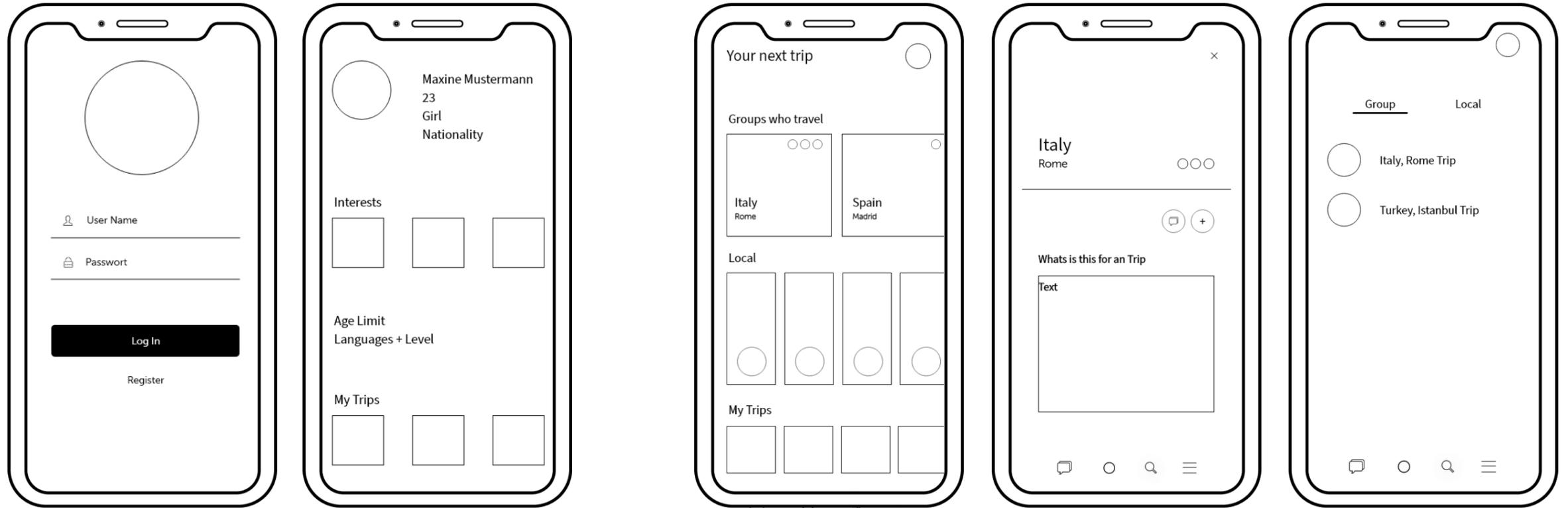
MINIMAL VIABLE PRODUCT

1. Profile
 - Personal details
 - Interests
 - Saved trips
 - Friends
2. Start screen
 - Discover countries
3. Select location
 - See who is interested in travelling
 - See who is travelling
 - See the locals
4. Plan
 - Message them
 - Create group



WIREFRAME

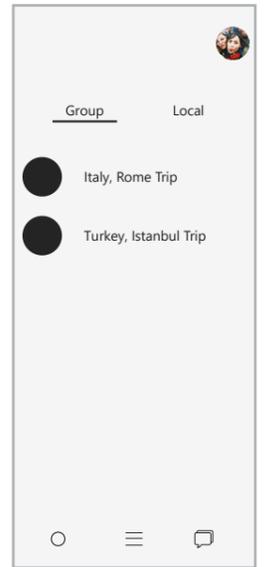
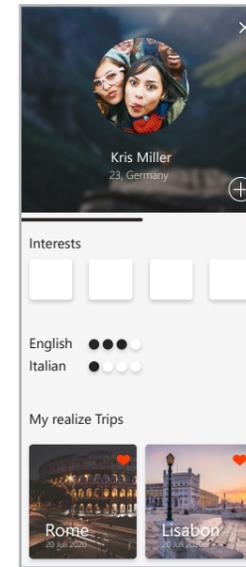
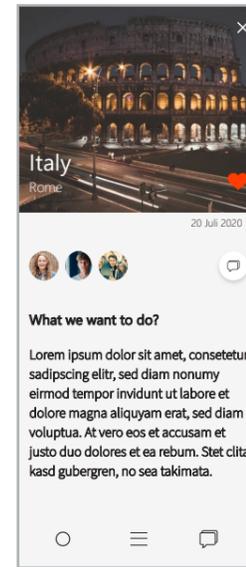
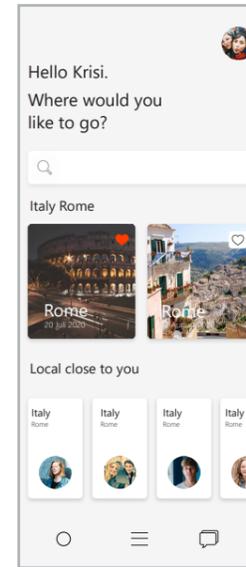
Creating a digital wire frame aloud us to see haw a user will navigate within the app and what screens would include particular features.



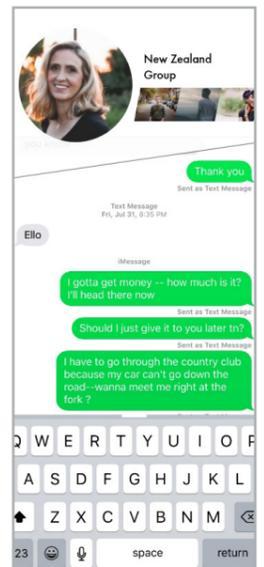
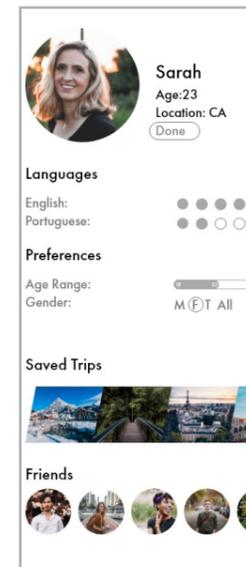
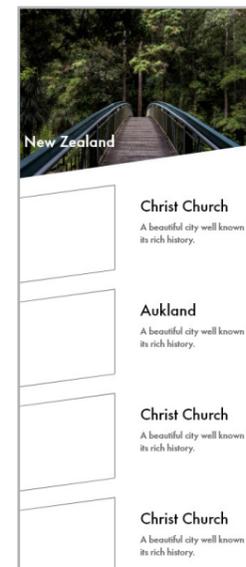
DIGITAL IDEATION

Expressing initial graphic concepts aloud us to experiment with different Aesthetic styles.

One

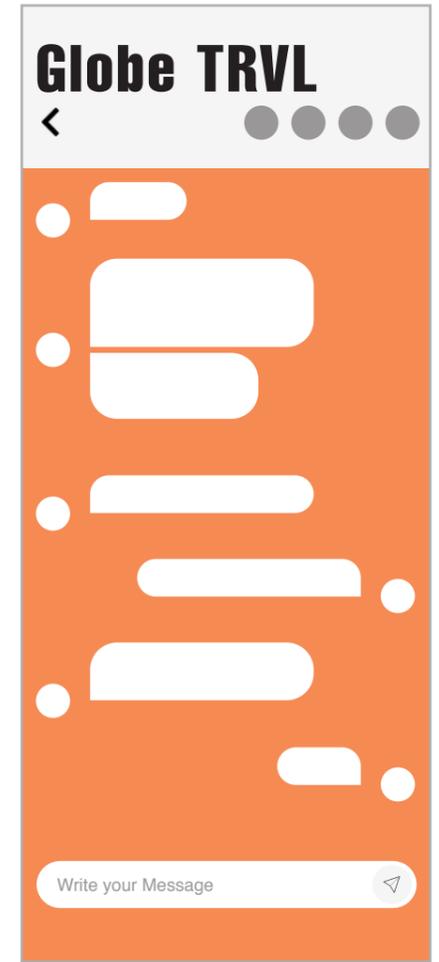
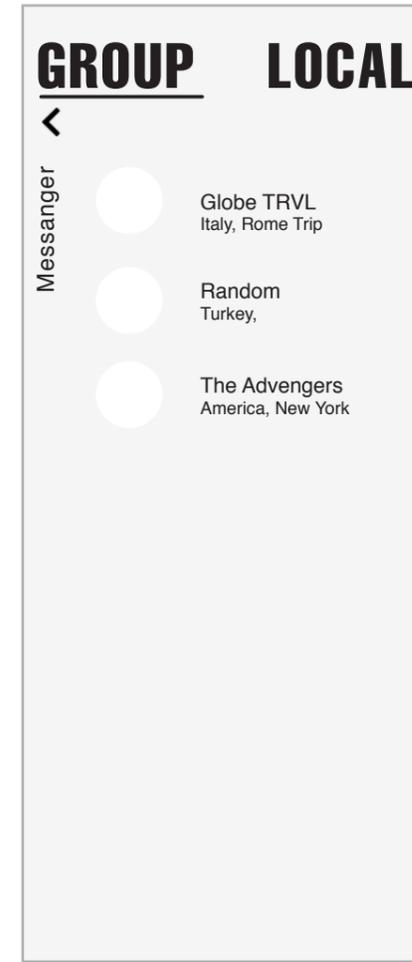


Two



MID-FI MOCK-UP

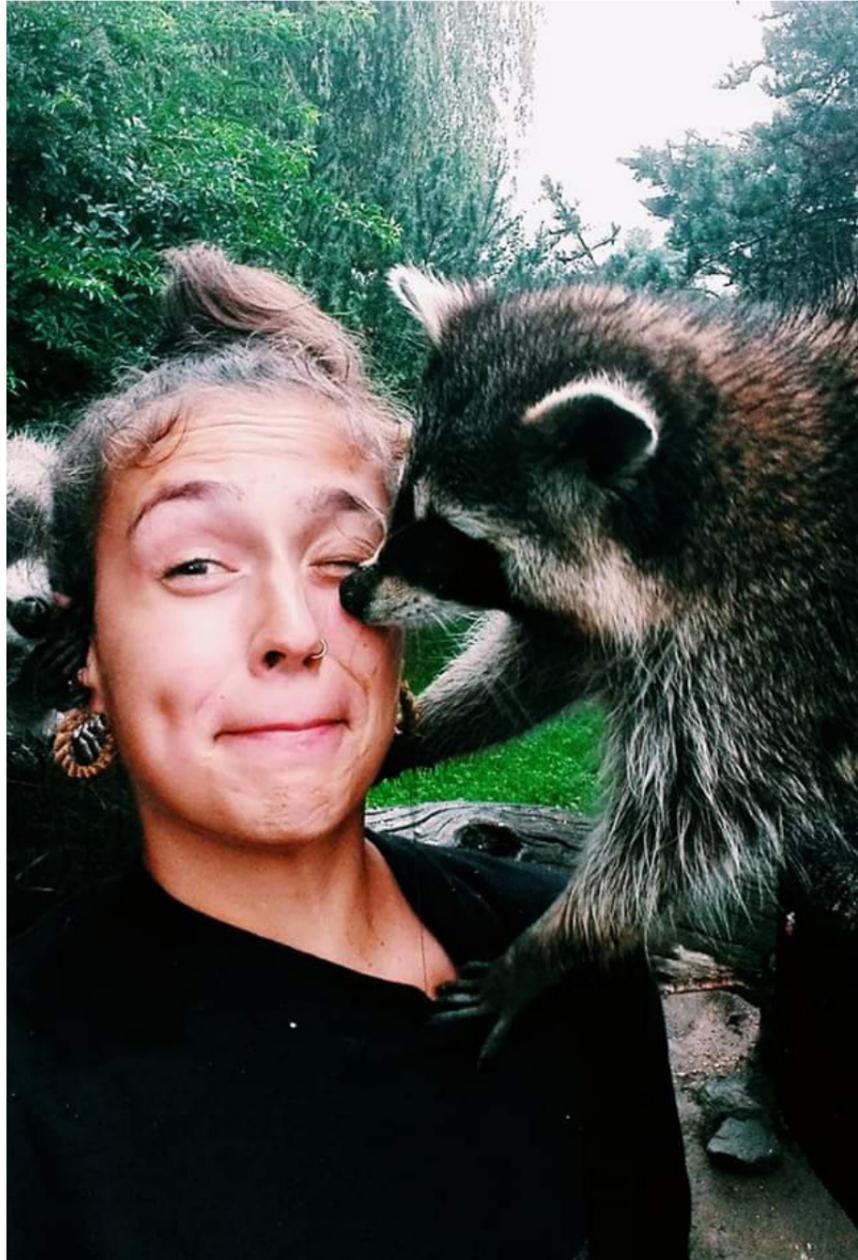
A mid fidelity mock-up that focused on the placement of information allowed us to begin testing. We left out images so that the test subjects would focus solely on the information and features of the app.



TESTING

Solo Travellers

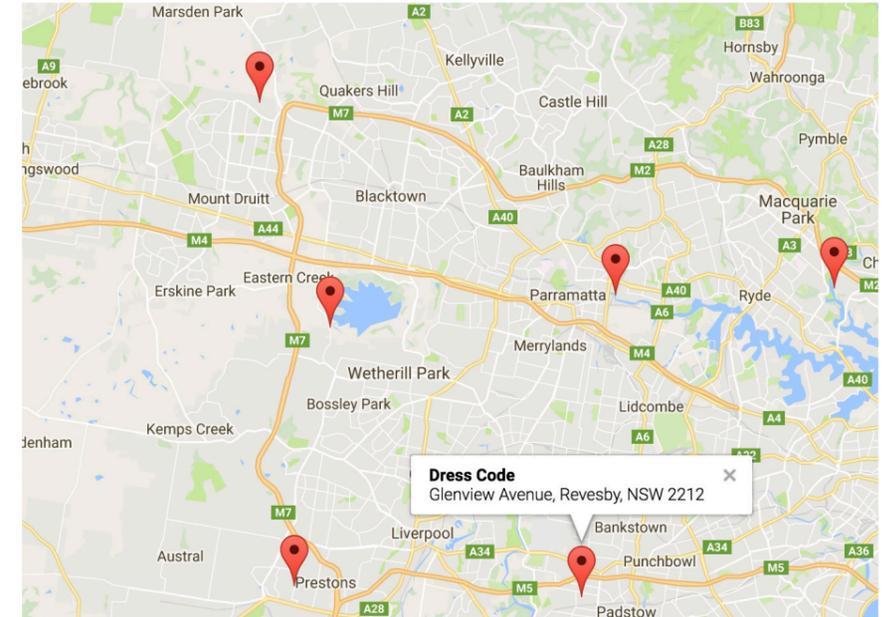
For the test we went back and asked the people who we originally questioned about solo travel to use the app. After we gave them time to explore the app we asked for feedback.



FEEDBACK

Some feedback that we got was that they wanted to be able to use a map within the app. This would let them feel more confident knowing that they always had access to a map while they were traveling.

Another thing that they wanted to make sure would be included was a safety feature.



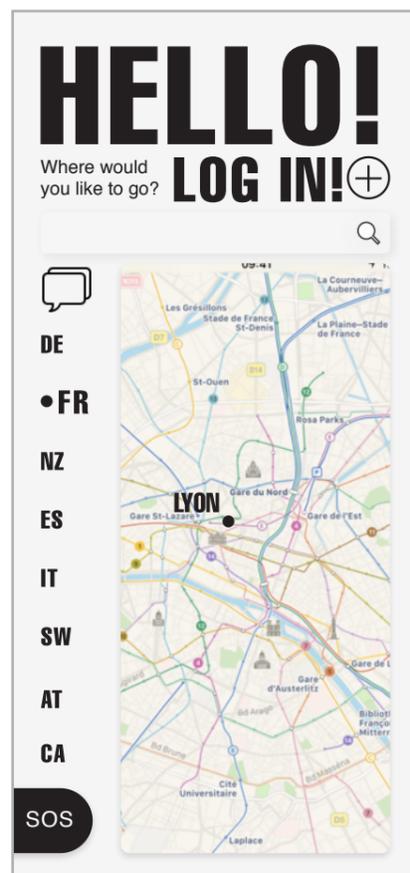
SCREEN VARIATION

Survey

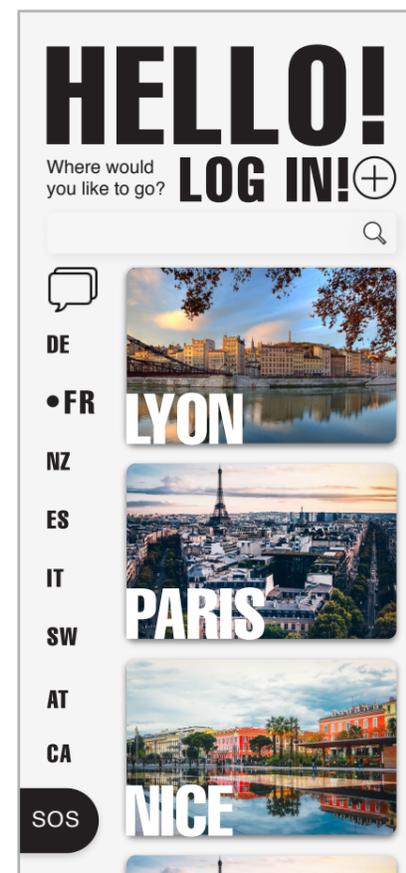
After creating a number of possible graphic options we created a survey to see which screen was the most appealing to the majority. After the survey we found that option four was the best graphicly.



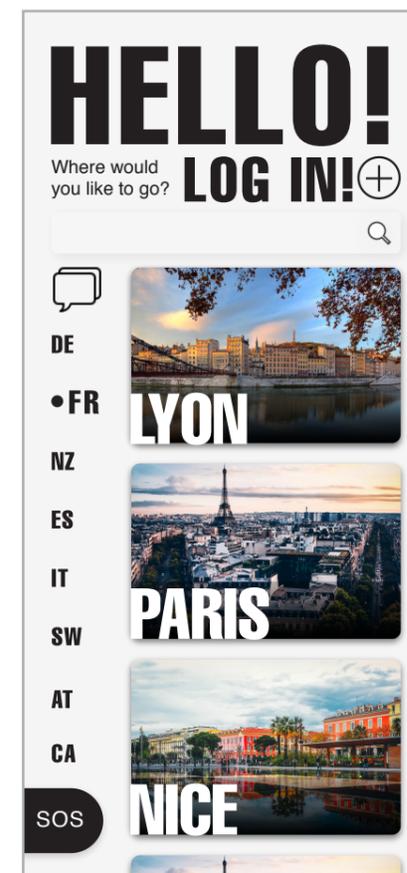
One



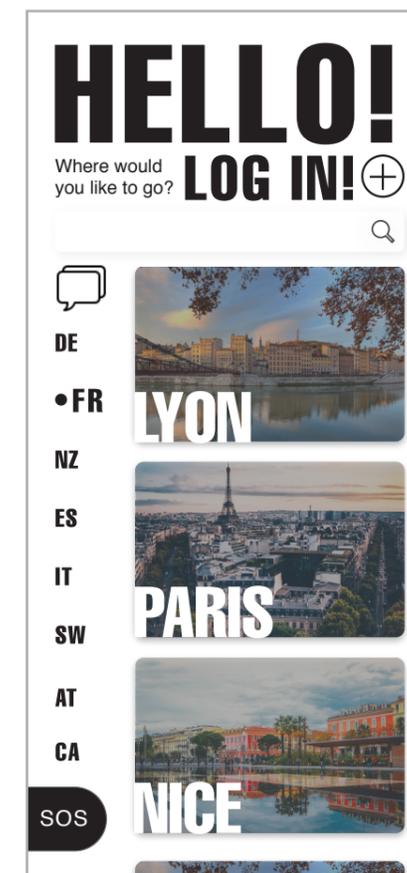
Two



Three



Four



Five



FINAL DESIGN

FEATURES :

You can join a group or contact a local

Customize travel preferences

Pre Downloaded maps recommend locations

Safety buttons allow for different levels of protection



Color and Ty- pography

Graphically the app relies on type-
face for the majority of its design.
This combined with black and grey
accents allow the pictures of each
destination to stand out

Headings

HELVETICA COMPRESSED

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

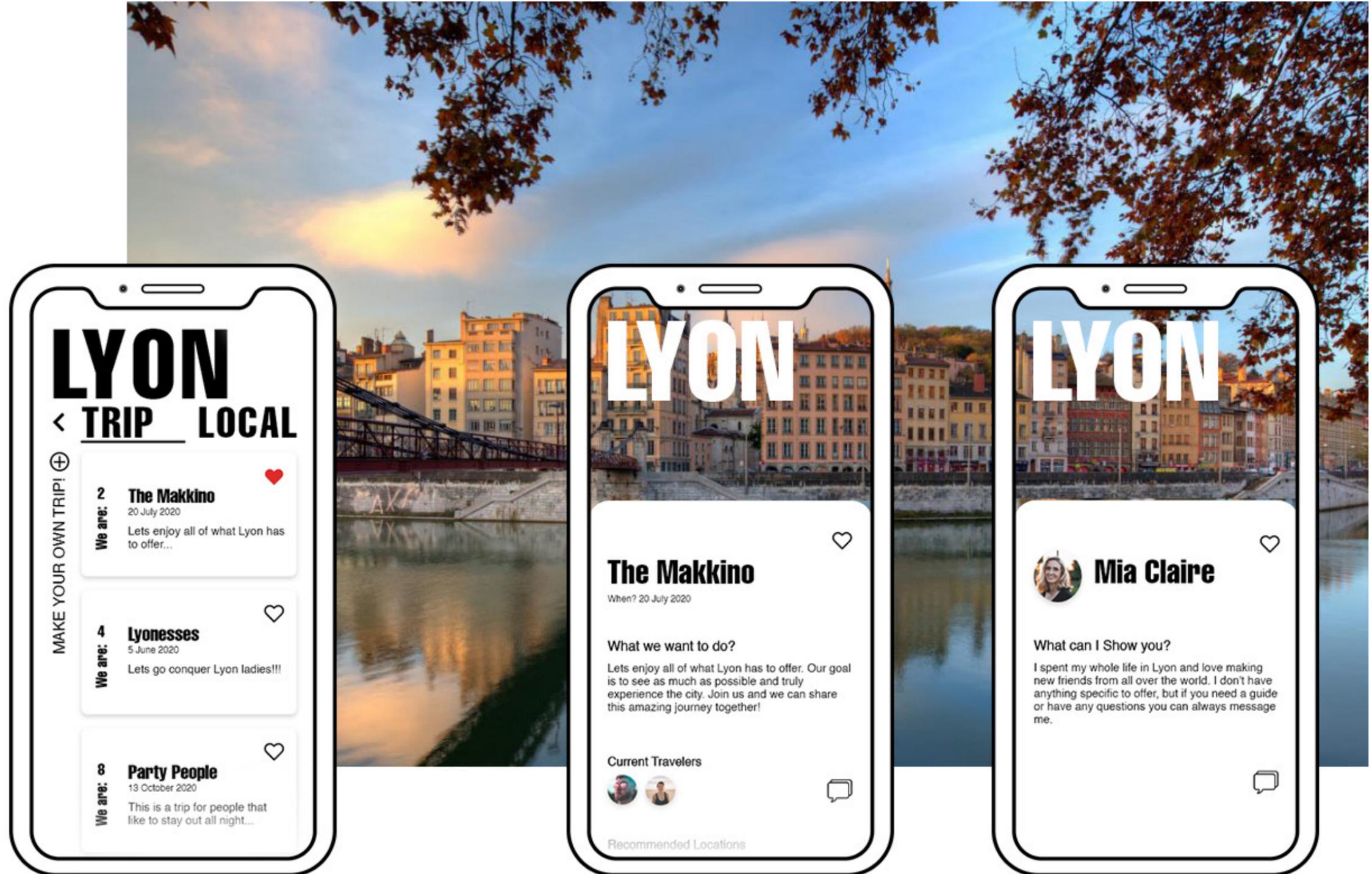
Body

HELVETICA

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

TRIPS AND LOCALS

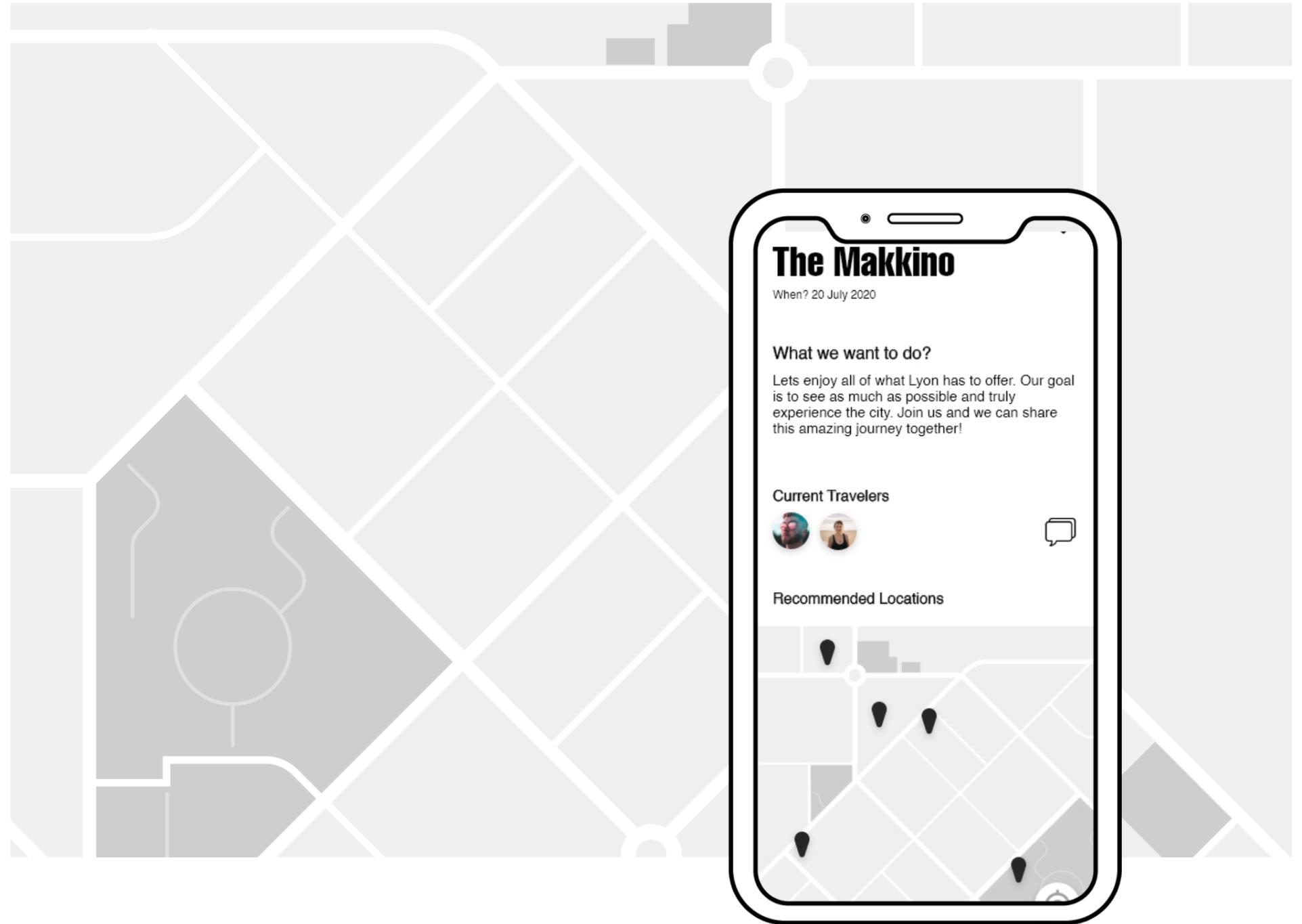
Once a city is selected a user can toggle between trips and locals. Inside a trip you can message people who are currently traveling. You can also message a local at any time to get advice about the city you want to visit.



Map

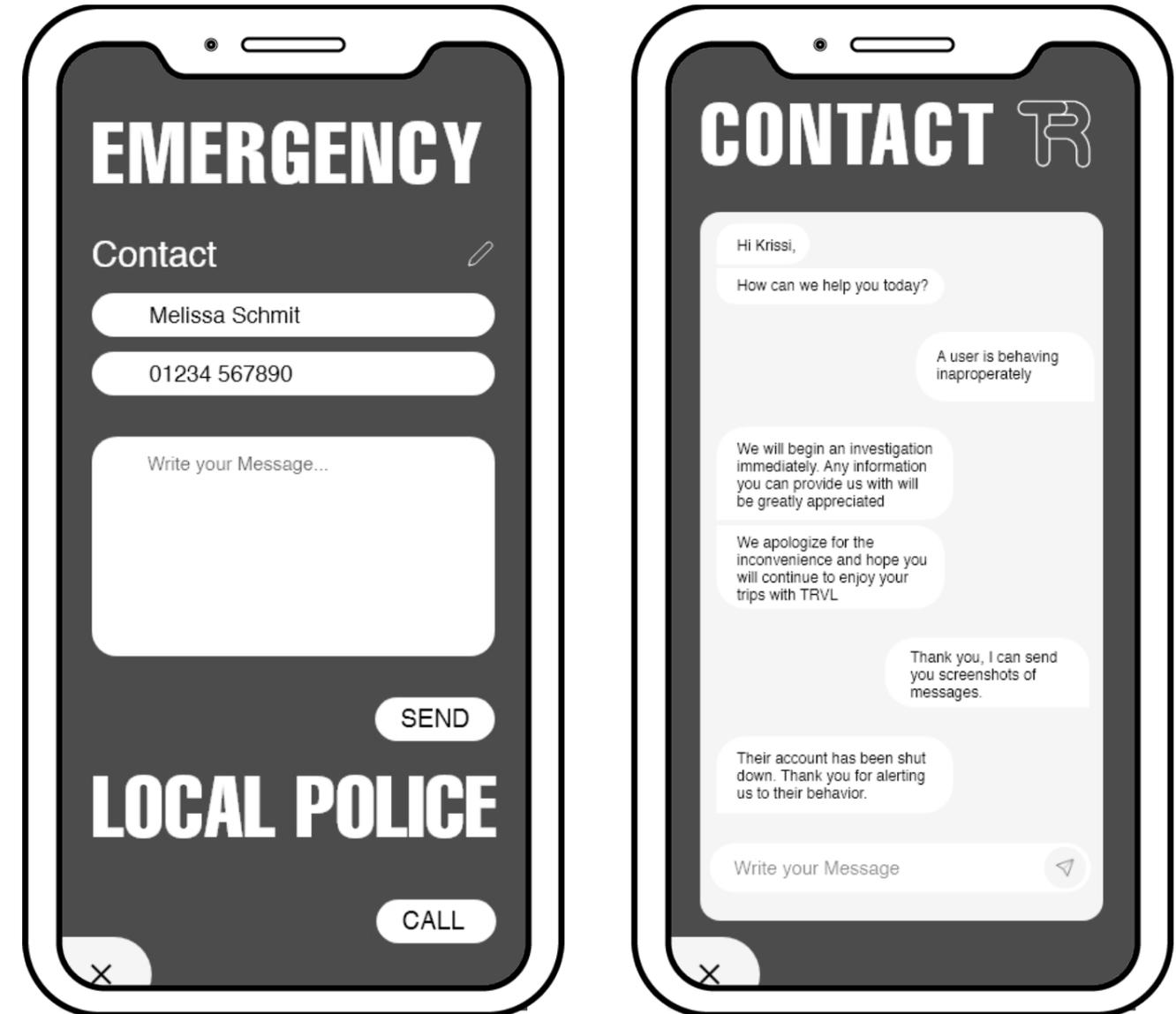
Features

Markers show recommended locations to visit within in the city. These markers are determined by users selected interests. For example if a user said they are interested in History then the map would mark Historical building they might want to visit. Most importantly this map can be accessed without internet so it can still be used if user ever gets lost.



SAFETY AND FEEDBACK

On the home screen you can contact the police or send a custom SOS message to an emergency contact. This is an important feature since the phone will use your current location so it always has the correct emergency information for each country. In messages users can contact TRALLY any time to notify them of any questionable activity. This will create an investigation into the accused individual that could lead to the termination of their account.





TRALLY
Your Travel Ally

